Note for Woodward, Ellis

From: Laufer, David

Date: Fri, Jul 14, 1995 8:59 AM

Subject: RE: RTD/Editorial Board Meeting

To: Han, Vic; Merlo, Ellen

Cc: Daragan, Karen; Holt, Barry; Parrish, Steve; Woodward, Ellis

2047027550

agree. Should we meet Monday morning?

From: Merlo, Ellen on Fri, Jul 14, 1995 7:34 AM
Subject: FW: RTD/Editorial Board Meeting
To: Han, Vic
Cc: Holt, Barry; Laufer, David; Parrish, Steve

2047027550A

AS YOU KNOW DAVID IS ALREADY WORKING ON THIS THROUGH THE MAN NETWORK. I REALLY THINK THAT THERE SHOULD BE A MEETING OF EVERYONE TO WORK OUT WHAT WE ARE GOING TO DO AND WHO IS GOING TO PARTICIPATE. I THINK WE ARE TRIPPING ON EACH OTHER IN MAKING PLANS RIGHT NOW.

From: Holt, Barry on Wed, Jul 12, 1995 10:28 AM
Subject: RE: RTD/Editorial Board Meeting
To: Han, Vic
Cc: Merlo, Ellen; Parrish, Steve

2047027550B

Sounds good to me. Do you want to go beyond tobacco in discussing the "state of the business"...give it a slight corporate spin? We have a pretty good story in most camps with the exception of international food (a bit soft)

From: Han, Vic on Tue, Jul 11, 1995 2:03 PM
Subject: RTD/Editorial Board Meeting
To: Firestone, Marc; Holt, Barry; Laufer, David; Merlo, Ellen; Nicoli, David; Parrish, Steve
Cc: Poole, Jay; Woodward, Ellis

Jay, Ellis and I have been kicking around the idea of editorial board meetings with our hometown papers in Richmond, Cabarrus and Louisville, primarily focusing on a discussion about our Action Against Access program. This coincides with our ongoing planning for editorial board meetings in the wake of a significant action by FDA.

In general, we think we should have editorial board meetings with the Richmond Times Dispatch, the Louisville Courrier-Journal and the Charlotte Observer. Regarding the latter two, we don't expect to have much effect on their editorial positions, but by meeting with them we at least would have a basis for complaint and perhaps a starting point for future discussions with those papers.

On the other hand, the Richmond Times Dispatch's editorial positions have been favorable, which is reason enough to pay it a visit for the first time in at least eight years and probably longer than that. In this case, it would serve everyone's purposes to broaden the subject matter to include the business of the business in addition to AAA and FDA.

2047027550C

Our suggestion is to go to RTD as soon as possible and before any FDA action. Its editorial positions on FDA and AAA would probably be positive anyway, but by going fast, if it can be arranged in time, a meeting provides an added benefit for our Virginia friends on the Hill.

Preliminarily, the ed board team would be Morgan (biz of biz, AAA) and Parrish (FDA) with Firestone as backup. Jay Poole might want to go with them as the local contact. Obviously, we

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would want to try to develop some guidelines such as no discussion of ABC lawsuit. We need to discuss.

As for the Louisville Courier-Journal and Charlotte Observer, we should hold off until after any FDA action. Morgan would not be part of these meetings.

Thoughts?

Note for Woodward, Ellis

2047027551

From: Merlo, Ellen

Date: Fri, Jul 14, 1995 9:03 AM

Subject: FW: AAA Ads

To: Firestone, Marc; Nicoli, David; Woodward, Ellis

Cc: Daragan, Karen; Laufer, David

2047027551A

YES, HAVE DONE. AM JUST WAITING TO CHECK WITH JJM ON NYT., OTHERWISE, THE AD WILL RUN IN ALL OUTLINED PAPERS ON EITHER TUES, WED OR THURS OF NEXT WEEK AND IN LEG. MAGS, ASAP, DEPENDING ON CLOSINGS.

From: Nicoli, David on Fri, Jul 14, 1995 8:46 AM
Subject: RE: AAA Ads
To: Firestone, Marc; Merlo, Ellen
Cc: Woodward, Ellis

2047027551B

Ellen can we run in the statewide papers in the Southeast--VA, NC, SC. WV, GA, KY, MD, TN? Marc and I have discussed and think it is a good idea.

From: Merlo, Ellen on Fri, Jul 14, 1995 7:19 AM
Subject: RE: AAA Ads
To: Firestone, Marc
Cc: Daragan, Karen; Laufer, David; Nicoli, David

2047027551C

I WOULD RUN NATIONALLY IN THE SHORT LIST IE., WASH POST, WSJ, USA TODAY, LA TIMES, CHICAGO SUN TIMES, AND I WOULD ADD THE NY TIMES THIS TIME, AS WELL AS LEGISLATIVE PAPERS. DO NOT THINK WE NEED 30 MARKETS. ALSO WASHINGTON TIMES AND THREE PLANT PAPERS. AGREED.

From: Firestone, Marc on Fri, Jul 14, 1995 7:06 AM
Subject: RE: AAA Ads
To: Nicoli, David
Cc: Merlo, Ellen

2047027551D

Absolutely. I assume that Ellen can put this in place quite easily.

Marc

*** URGENT ***
From: Nicoli, David on Thu, Jul 13, 1995 3:10 PM
Subject: AAA Ads
To: Firestone, Marc; Merlo, Ellen; Woodward, Ellis

2047027551E

I would recommend running our 2-pager again nationally and inside the beltway first thing next week. We've got our answer to FDA and this it. This will help the Members too because it will keep our solutions out front.

Source: https://www.industrydocuments.ucsf.edu/docs/rzjx0000